

Abby Caldwell
Director of Communications & Special Projects
Kentucky Council of Area Development Districts
abby@kcadd.org

Project Goals



- Identify:**
- ✓ Current use trends
 - ✓ Motivators for use
 - ✓ Personal and Professional Benefits
 - ✓ Barriers to adoption
 - ✓ Regional objectives for increasing use



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

Broadband Return on Investment (ROI):

- ✓ Attracting/retaining business
- ✓ Competitive in local, state, and global markets
- ✓ Expanded economic opportunities- cheaper inputs
- ✓ Increased collaboration with partners (regionally and globally)
- ✓ Increased efficiency (time and money)
- ✓ Stronger relationships with long-distance partners, suppliers, and other working relationships
- ✓ Validates the business



Benefits for Small Businesses and Entrepreneurs

E-Payment Services

- Increase your market presence
- Allows easier purchases from mobile devices
- Money directly deposited into your account!



PAYPAL

PROS

- Multiple options for accepting payment (online and mobile)
- No merchant account required
- Accounts setup free, no monthly fee
- The more purchases you gain through Pay Pal, the lower your fees to use it
- Funds are credited to your PayPal account as soon as payments are processed

CONS

- Fees- 2.9 percent plus 30 cents per transaction

BILL ME LATER

PROS

- Instant credit to consumers
- No required advance account setup for consumers
- WebBank- online company that makes a real-time credit decision

CONS

- Ideal for larger companies

GOOGLE WALLET

PROS

- Multiple options for accepting payment (online and mobile)
- One-click purchases (think iTunes)
- No monthly setup or gateway fees

CONS

- Most services designed for large businesses
- Variable rates for fees (1.9% and up plus 30 cents per transaction)

What about E-marketing?

Reaching customers where they already are

- Email
 - ✓ Weekly deals
 - ✓ Value-added information/resources
 - ✓ Customer appreciation efforts
 - ✓ Targeted sales pitches
- Social Media
 - ✓ Daily/weekly deals
 - ✓ Value added information/resources
 - ✓ Customer/Business interaction
 - ✓ Free feedback (customer comments, analytics)
- Website
 - ✓ More in-depth information
 - ✓ Online storefront!
 - ✓ Product sales

Tips and Tricks for E-Marketing



1. Frequency

- ✓ How often should I post?

2. Relevancy

- ✓ What should I post?

3. Respect the Medium

- ✓ How should my website content differ from my Facebook post?

4. Encourage Interaction

- ✓ How can I get people engaged?

5. Measure!

- ✓ How do I know what's working (and what isn't)?

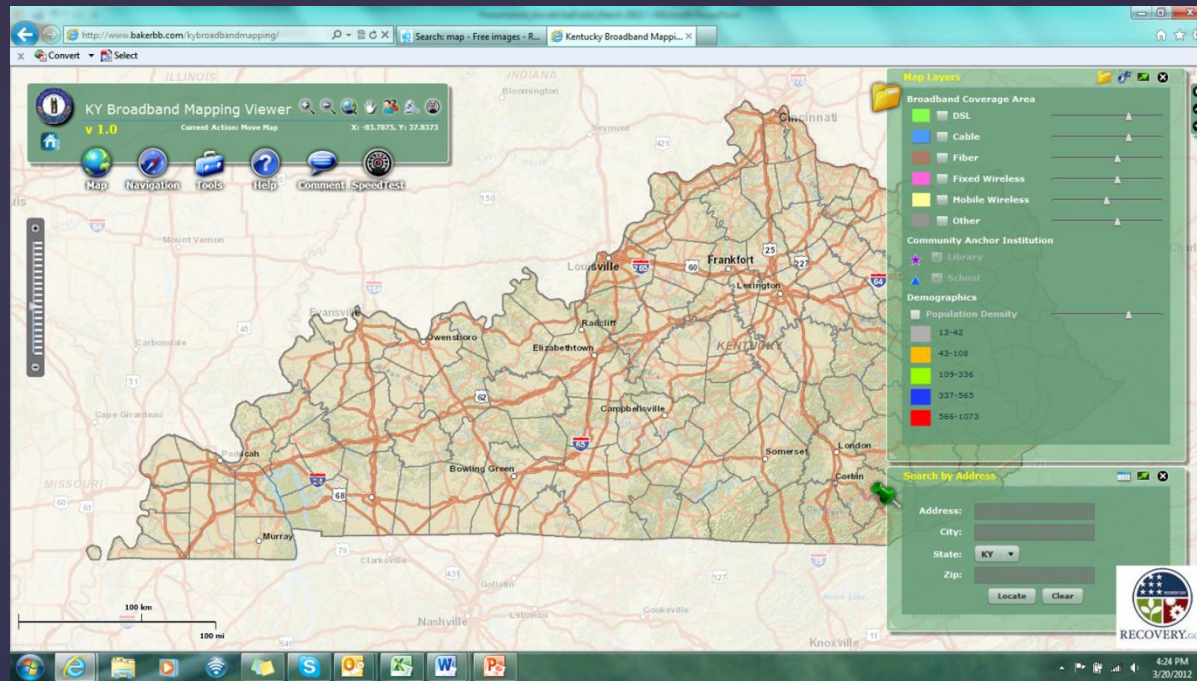
Summary

Broadband can help small businesses:

- ✓ Attract and retain customers
- ✓ Be competitive in local, regional, and global markets
- ✓ Expand economic opportunities through access to cheaper inputs
- ✓ Increase collaboration with communities
- ✓ Increase efficiency
- ✓ Strengthen relationships with partnerships, including suppliers, supporters, and even Word-of-mouth PR
- ✓ Validate the business

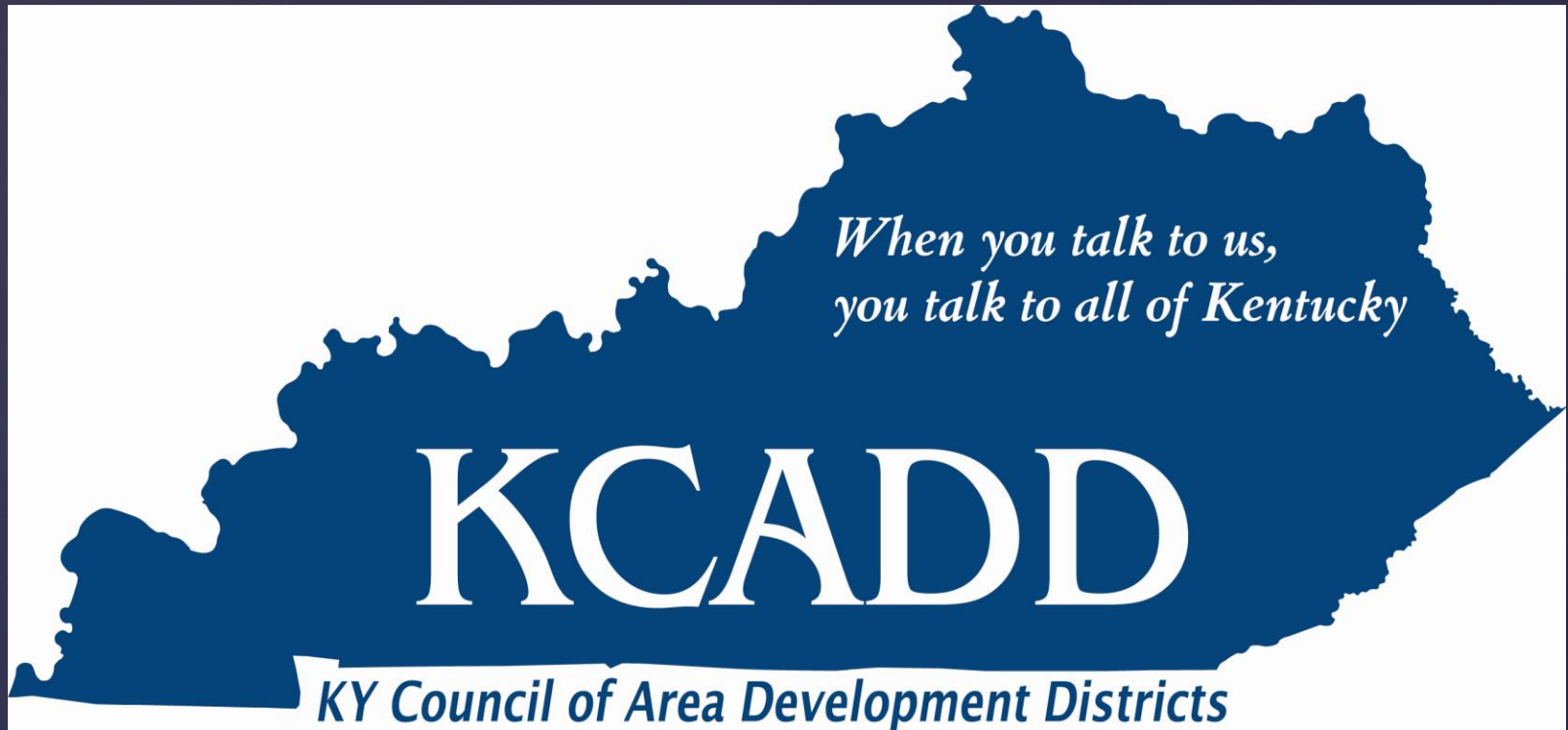
How do you use Broadband?





Current Availability

{ Visit www.broadband.ky.gov to view this map!



Abby Caldwell
Director of Communications & Special Projects
Kentucky Council of Area Development Districts
abby@kcadd.org